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ABSTRACT

Summaries are provided for two complementary studies assessing the effects of cable on public television in the areas of viewing patterns and viewer financial support. "The Cable Subscriber's Viewing of Public Television" consisted of an analysis of some 2,500 Arbitron television diaries from cable and noncable homes in 13 selected markets. The analysis focused on a comparison of public television viewing patterns of broadcast viewers and cable subscribers. Although the study reported a slight increase in weekly PTV tune-in among cable homes, this increase was offset because the total viewing by cable homes each week was spread across more channels. "The Effect of CATV on Awareness and Local Financial Support of a Public Television Station" involved personal interviews with 1,200 respondents from cable and noncable homes in the Salt Lake City, Utah and Billings, Montana markets. Additionally, financial information from the membership files of a Salt Lake City public television station were analyzed for out-of-state contributions which could be attributed to cable carriage. These findings indicated that cable has little influence on viewer financial support. (Author/CMV)

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EFFECT OF CABLE ON PUBLIC TELEVISION: TWO STUDIES

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INTRODUCTION

During 1977 the Office of Communication Research at the Corporation for Public Broadcasting funded two studies to assess the effects of cable on public television. These studies were designed to compliment each other, looking at different areas where effects might occur. The focus areas were viewing and viewer financial support.

The following is a brief description of each study.*

I. *The Cable Subscriber's Viewing of Public Television* by Donald E. Agostino, Indiana University. This study consisted of an analysis of some 2,500 Arbitron television diaries (February 1977 sweep) from cable and noncable homes in 13 selected markets. The analysis focused on a comparison of public television viewing patterns between broadcast viewers and cable subscribers. This study reports a slight increase in weekly PTV tune-in among cable homes. However, this increase in PTV viewers is offset because the total viewing by cable homes each week is spread across more channels.

II. *The Effect of CATV on Awareness and Local Financial Support of a Public Television Station* by Robert K. Avery, University of Utah (with Research Assistants: John F. Long and Paul J. Traudt). This study involved the personal interviewing of some 1,200 respondents from cable and noncable homes in the Salt Lake City, Utah and Billings, Montana markets. Additionally, financial information from the membership files of the Salt Lake City public television station (KUED) were analyzed for out-of-state contributions which could be attributed to cable carriage. The findings of this study are that cable has little influence on viewer financial support.

Communication Research at CPB wishes to thank Drs. Agostino and Avery, and everyone else who worked on these studies for the effort that was shown by all.

*The reader should be aware that this volume contains non-technical summaries and that the full studies on which they are based are on file in CPB's Office of Communication Research. Copies of the full reports will be available June 1978 and may be obtained by writing Communication Research at CPB.

THE CABLE SUBSCRIBER'S VIEWING OF PUBLIC TELEVISION:
A Comparison of Public Television Use Between Broadcast Viewers and Cable Subscribers Within Selected Markets

REPORT SUMMARY

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February 1978

New Media of Television

Since the advent of television the viewer, the consumer, has grown accustomed to a hearty, but somewhat limited diet of his favorite television fare. The introduction of public television during the late 1960s expanded the selection of programs and since then viewers, in increasing numbers, have used PTV to supplement their commercial network viewing.

Now a new dimension to television has arrived for the consumer. There are more programs to watch and more ways television can entertain than ever before. Cable systems are rushing to add premium programming services. Major entertainment corporations are joining Home Box Office in the distribution of pay-programming to cable, Subscription TV and Multipoint Distribution System exhibitors.

The daily media are advertising competing brands of home videorecorders and interactive video games. Some of those 1960 visions of a wired-nation have materialized.

For the television viewer, especially in small markets, the enrichment of programming sources made available by new delivery systems expands the choice of televised entertainment to a dramatic degree. In markets with six or more local television broadcasters, the new systems provide not a great new array of program choices but rather a more varied choice and schedule of regular television fare.

To producers, researchers and management of broadcast television, this evolution of diversity in the television viewing environment presents many practical questions, major planning problems and some wintry forebodings:

- Will the average viewer continue to watch commercial network programs regularly, with occasional viewing of PTV, which has become his accustomed and familiar pattern? Will he simply resist the new dimension because it is new and different?
- Will he try the new offerings but become confused by the variety, and return exclusively to his accustomed pattern?
- Will commercial and public television, in an effort to compete, refurbish their program offerings and add more attractive items?
- Will the average viewer increase his viewing time, allowing him to continue his accustomed pattern and still partake of TV's new dimension?
- Will he try the new offerings, like them and view regularly? Perhaps exclusively? If this happens, what will commercial TV do in response? And what effect will all of this have on public television?

Alternatives to Alternative Television

Satellite distribution links for pay programming and "super" stations, multipoint distribution systems for suburban rims of uncabled major markets, home VTRs—all these systems are entering the television marketplace with programming derived from, or very like that found on commercial broadcasting. But these industries hope to quickly generate enough capital to begin production of their own first-run titles. They plan to effectively become not just alternative delivery systems but sources of alternative programming.

As such they will be direct competitors of public broadcasting, the established alternative to commercial fare.

Public broadcasting has kept going by attracting, for an average program, about two or three per cent of all persons viewing television. Television's new dimensions threaten this slim market share with concentrated impact.

The Effect on Public Broadcasting

The Office of Communication Research of the Corporation for Public Broadcasting has undertaken a number of studies assessing and projecting the impact of the new television media on public broadcasting.

This study focused on the audience response to the expanded choice of television channels delivered by cable service. The study compared the viewing habits of cable subscribers with those of their neighbors using off-air signals from 13 markets selected from throughout the United States. It was the first extensive side-by-side comparison across these reception types of viewers' use of television.

The study used television diary data from the American Research Bureau's February 1977 sweep of the chosen markets.

General Findings

In general, the study found that cable subscribers and non-subscribers differed in terms of the amount of television they viewed, the distribution of their viewing across day parts, the range of number of the available stations viewed, and standard descriptors of age and number of household members. The direction and degree of these differences, however, were market-specific.

In most cases, local stations of all types (public, affiliated and independent) attracted smaller overall average shares of audience among cabled viewers than among broadcast viewers.

The independent stations imported into the market by cable make up the difference, siphoning notable shares from the local stations.

How severely this affected the public station's share among cable viewers relative to broadcast viewers depended on the number and type of stations in the market, the appeal of the imported programming and the strength of the local public station among broadcast viewers.

Public Television Circulation

Circulation of public television was, combined, about three per cent higher among cabled than non-cabled viewers. Circulation was up in more markets than down. Gains were six to nine per cent of the audience.

Ease of tuning UHF signals on the VHF dial on cable, however, did not necessarily influence circulation or shares of public television viewing.

Overall Audience Share

For the public television stations combined as a group, the overall average share of audience was higher among broadcast viewers than among cable viewers. That is, generally among cable viewers slightly more people watched public television but for less of their viewing time than among broadcast viewers.

Prime-Time Share

Combining all 13 markets, the public television share of prime-time viewing was virtually identical among the two reception groups. However, this generalization again masks important market-specific differences.

In ten markets of the 13 during prime time, the local public stations either gained or lost shares of audience among cabled homes relative to off-air. In seven markets, the share among cabled viewers was smaller.

Competing Public Signals

In the markets where two public television stations competed for the same viewers on cable, it appeared that strong public stations were neither hurt nor helped by the availability of another public television signal.

In the case of weaker stations, the additional PBS signal seemed to attract new audience or more viewing to public television.

The impact on the local public station's shares caused by a competing public television signal on cable was minimal compared with that of imported independents.

Trend for Public Stations

If a trend is projected from the cabled markets from which data were analyzed over time, it would be that public television's growth in shares of audience is both less certain and smaller among cabled viewers than among broadcast viewers.

In short, TV's new dimensions help the public station by bringing slightly more people into its audience, but hurt PTV by decreasing the total amount of viewing time.

Methodology of the Study

The study was conducted during the second half of 1977 by the Institute for Communication Research at Indiana University, Bloomington, to investigate the effect of a program-rich environment on public television use. Data from the February Arbitron Television sweep were chosen because it is least influenced by seasonal television events such as premiere shows, specials and reruns.

The 13 counties studied were chosen to represent markets of varied size, amount of broadcast service, number of signals available on cable and types of competition for audience. The markets from which counties were selected were:

New York (City), New York
San Diego, California
Seattle, Washington
Toledo, Ohio
Peoria, Illinois
Madison, Wisconsin
Jackson, Tennessee
Wilkes-Barre, Pennsylvania
Worcester, Massachusetts
Morgantown, West Virginia
Manchester, New Hampshire
Westerly, Rhode Island
Chillicothe, Ohio

All data from the 2,512 diaries recording the viewing of 8,300 persons were transferred *verbatim* to form computerized data files from which viewing could be analyzed. Statistical analyses were conducted using the variables of market; reception type; age, sex and position in the family of the individual viewer and week, day, time and station of the viewing in 15-minute increments.

Viewing on 161 stations was tabulated in terms of net weekly circulation, average overall share and average share for each day part.

Differences of demographics and television use between cable subscribers and off-air viewers were also analyzed.

The study reports demographic, viewing and station use differences between cable subscribers and off-air viewers for (1) each of the 13 markets individually and (2) for all markets combined. These overall conclusions, however, level important individual differences within each market.

How the Cabled Audience Views Television

Analysis of the number of stations viewed for five minutes or more during the viewing week showed that the typical viewer in the 13 markets used only three to five channels irrespective of the number of stations available.

Cable viewers used only slightly more stations than broadcast viewers in the same market, indicating that the increase in channel availability generated only slight fractionalization of the tight clustering of viewing on the local commercial network-affiliated stations.

There was no sizeable nor clearly defined subset of the general audience composed of viewers who favor programs on independent or public stations to the exclusion of network viewing. Small differences in the way viewers used the available stations had a large impact on individual station shares of audience, however.

The amount of television viewed correlated with wider distribution of viewing across available stations. High television users (those who watched more than the average in the market) viewed more of the stations available than light users. This was true among both broadcast and cable viewers. The additional channels cable delivered were not used to provide alternatives to the commercial network viewing but, in general, were used during the relatively small amount of time high-consumers spend viewing other programs.

This is important in defining the viewing behavior of the public television viewer in a program-rich situation.

The Viewer of Public Television

In the total population studied, 44 per cent of the individuals fell into the heavy-viewer category, 56 per cent in the light-viewer category. Overall, this proportion did not vary between broadcast and cable reception groups.

Twenty per cent of the light viewers viewed public television during the survey week; 33 per cent of the heavy viewers. Thus, for the typical PBS program 44 per cent are light viewers and 56 per cent heavy viewers, the inverse of the proportion of these groups in the general viewership.

The public television audience, then, has a disproportionate share of heavy viewers, a group which watches about the same amount of commercial network programming as other viewers and whose additional viewing is dispersed over the remaining available channels.

Because the heavy viewer watches more television, and more types of programs, he/she is the marketing target of pay-cable service and home VTR units. The use of these alternative systems, therefore, will impact on public television usage before and more directly than commercial television.

Abstracting from all other factors of market individuality and possible changes in the industry, public television can expect slowed expansion or actual decrease in audience shares as viewers are presented with more television programs and delivery alternatives.

Television's new delivery systems appear to be marketing successes, especially with heavy viewers. The effect on commercial networks, however, will be minimal, though they will respond with their own changes and this response may influence public broadcasting as much as the competition from TV's new delivery systems.

The happier side of the study's results is that these losses to other program sources are not completely inevitable. The differences in public station performance among the markets studied indicate that the traditional factors of local scheduling, promotion, production and community involvement can decrease or even negate the audience loss due to increased competition for audience.

THE EFFECT OF CATV ON AWARENESS AND LOCAL FINANCIAL SUPPORT OF A PUBLIC TELEVISION STATION

REPORT SUMMARY

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Research Assistants

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March 1978

PURPOSE and METHOD

This study attempted to determine the effect of cable television (CATV) on (1) awareness, perceptions and viewing of public television, and (2) station fund-raising efforts.

The research design employed in-person interviews in both Salt Lake City, Utah, and Billings, Montana. Financial data from the files of KUED, the public television station in Salt Lake City, were also examined for purposes of comparison with questionnaire data to determine the extent of financial support from both local and out-of-state CATV viewers. A total of three matched samples of 300 television homes from Salt Lake City, plus a fourth from Billings, were utilized:

Salt Lake City
(1) Cable Television Homes (SCBL)
(2) Noncable Television Homes *with* Access (SWAC)
(3) Noncable Television Homes *without* Access (SWOT)

Billings
(4) Cable Television Homes (BCBL)
Total N = 1,200

(Abbreviations shown are used as column headings on all data tables.)

In the case of the Billings sample, all homes were cable subscribers and public television is only available in Billings via cable. The market is not served by any local PTV station.

All in-person interviews were conducted at the place of residence, and required approximately 25 minutes for completion. A copy of the survey instrument similar to previous in-depth questionnaires which have sought awareness, viewership, program preferences and financial contribution data, is included at the end of this summary. In addition to the financial information derived from the in-person interviews, KUED's out-of-state contributions which could be attributed to distant cable carriage were compared with cable system expansion during the same period.

SUMMARY of RESULTS

In terms of demographics, the composition of television households was comparable across all four samples, with somewhat greater similarity between the Salt Lake and Billings cabled homes, and between the two Salt Lake noncable samples. Differences existing between samples were not so great as to prohibit the analysis of any data generated by this study, though variations could be used as a guide in the interpretation of the results. Given the three Salt Lake City sampling districts, samples of CATV homes and noncable homes with access were more closely matched in terms of income, occupation, age and education. This similarity was largely attributable to the fact that the respondents were drawn from identical neighborhoods. The noncable without access sample, while providing important baseline data, reflects a higher incidence of racial minorities, lower income levels, fewer professional occupations, and fewer married couples. The Billings sample (all CATV homes) corresponded most closely with the Salt Lake cable sample, thus enabling principal comparisons across markets.

Looking first at the Salt Lake City questionnaire data, we are left with the inescapable conclusion that the impact of CATV on PTV, either positive or negative, is negligible. Although responses to initial questions suggest that cable viewers *perceive* their viewing to be different from noncable viewers, actual viewership and knowledge of programs fail to reveal any great differences. In other words, cable viewers claim much greater fractionalization of station viewing (in terms of what they feel are the most frequently viewed channels in the home) than are suggested by actual hours spent viewing PTV. If anything, Salt Lake cable viewers watch slightly more local public television than comparable households without cable (81.3 per cent vs. 77.0 per cent). Surprisingly, this is also true of financial contributions to the public television station. The findings clearly support the position that cable subscribers are as likely, if not more so, as noncable viewers to make voluntary contributions to their local PTV station. (See Tables I and II page 11.)

A comparison of the Salt Lake City and Billings cable samples, reveals that Salt Lake viewers are significantly more aware of public television and view more public television programs than do Billings viewers. The consumption of commercial television fare is significantly higher for the Billings sample than any of the Salt Lake samples. Consistent with these results is the finding that respondents from Billings are significantly less likely to have made a financial contribution to Salt Lake City's KUED than did Salt Lake cable viewers. This finding is perhaps more a function of fund-raising awareness created by local Salt Lake City promotion than anything else.

Given that Salt Lake cable viewers are as likely as noncable viewers to make a financial contribution to KUED, we focused our attention on the contributions received solely as a result of carriage on distant cable systems. Intuitively, we expected a near-linear relationship between cable system growth and the number of financial contributions. That is, the ratio of "number of contributions" to "homes with cable" should remain relatively constant over time. This was not the case. A complex set of situation variables (probably tied to economic influences) appear to have more influence on level of out-of-state contributions than cable system growth. Without doubt, the most significant influence in generating out-of-state contributions for KUED between 1972 and 1976 was on-air promotion of fund drives. (Viewers interviewed in Billings cited the on-air fund-raiser as the reason for giving in the vast majority of cases.) Thus, plotting out-of-state contributions to KUED over time gives a fairly accurate picture of the station's promotional effort, but does not clearly reflect the extent of cable penetration in distant markets.

What does become clear as a very practical matter is the enormous untapped financial resource existing in distant markets not served by other PTV stations. In 1976, 24 per cent of the funds raised by KUED's "Friends" organization came from out-of-state cable subscribers. (The largest percentage came from Montana which accounted for 16 per cent of the "Friends" total income.)

The effect of CATV on respondents' knowledge of PTV programs was also explored, using a knowledge index of both public and commercial television programming. It was assumed that if cable subscriptions had a positive effect on PTV viewing, one could expect a greater frequency of knowledge responses for public television programs by cable respondents. If, however, cable fractionalized the audience by introducing greater variety of commercial stations, the cable PTV knowledge values should be lower than the noncable. If there were neighborhood or locality effects on PTV viewing, then one would expect differences to occur between the noncable Salt Lake without access sample, and the other two Salt Lake samples—as well as between the Salt Lake cable sample and the Billings cable sample.

TABLE I

REPORTED VIEWING OF PTV BY ALL RESPONDENTS

	SCBL	SWAC	SWOT	BCBL
None	56 18.7%	69 23.0%	59 19.7%	111 37.0%
Less than 1 hour	58 19.3%	44 14.7%	93 31.0%	35 11.7%
1-2 hours	52 17.3%	57 19.0%	32 10.7%	20 6.7%
2-3 hours	72 24.0%	79 26.3%	70 23.3%	73 24.3%
4 hours or more	62 20.7%	51 17.0%	46 15.3%	61 20.3%
Summary:				
Non-Viewers	18.7%	23.0%	19.7%	37.0%
Viewers	81.3%	77.0%	80.3%	63.0%

TABLE II

PERSONAL CONTRIBUTIONS TO PTV

	SCBL	SWAC	SWOT	BCEL
Noncontributors	234 79.3%	259 86.6%	264 88.3%	281 93.7%
Contributors	61 20.7%	40 13.4%	35 11.7%	19 6.3%
N=	295	299	299	300

Table III presents the proportion of knowledge and no knowledge responses across all four samples. The results indicate that noncable with access had a significantly higher proportion of knowledge-bound responses for the PTV programs than did all other samples; the Salt Lake cable sample was intermediate; and the Billings (all CATV) respondents had the lowest proportion, although not significantly different from Salt Lake noncable without access sample. With regard to commercial programs, the Billings sample was significantly higher than the other three.

While the complexity of these results does not suggest the operation of a single, simple effect, our findings do provide guidance for decision-making. Clearly, the presence of cable in the home does not result in an increase of PTV program knowledge. The mean value for the two cable samples was 35.5, whereas the man for the two noncable samples was 38.0. Instead, there would appear to be a locality (market) effect as the three Salt Lake samples average 35 per cent knowledge response, and the Billings sample is 32 per cent ($p<.05$). We also found what might be described as a "neighborhood effect," as the three Salt Lake City samples were significantly different from each other.

With regard to the list of commercial programs, the Billings sample (all CATV) recorded a 70 per cent knowledge index, a value significantly higher than the other three samples. As the Billings sample rises from last place with PTV programs to first place with commercial programs, one might suggest a negative cable effect as a function of increased commercial offerings. The relative position of the Salt Lake sample, however, remains the same for both commercial and PTV programs. If there is a negative cable effect on awareness or knowledge of PTV programming, it interacts with locality.

Looking at public television viewership across all four samples, we conclude that regulat PTV viewers in this study are not unlike their counterparts in other markets. They are better educated, have higher incomes and more prestigious occupations. They are likely to be married and have younger children living in the home. Considering media consumption, they tend to have more television sets with a greater emphasis on color. They view at least as much commercial television as any other group, in addition to their viewing of, and familiarity with, public television programs. They subscribe to more magazines and journals and have similar radio habits. Their overall media consumption is simply greater than any other viewing group.

From the data it is possible to arrive at one general conclusion regarding the relationship between cable subscription and the PTV viewer. Those people who are regular PTV viewers and on a cable system appear to be a magnification of their noncable counterparts. They are socio-economically higher, use more television and radio, and read more magazines than the noncable group. Thus, whatever the essence of the normal PTV viewer, the function of cable enlarges those qualities.

On the basis of this study, we conclude that CATV does not appear to have a significant impact on either the viewing or local financial support of a public television station.

TABLE III

KNOWLEDGE INDEX ACROSS ALL FOUR SAMPLES

	Knowledge of PTV Programs			
	SCBL	SWAC	SWOT	BCBL
Know	39a	42b	34c	32c
Don't Know	61	58	66	68

	Knowledge of Commercial Programs			
	SCBL	SWAC	SWOT	BCBL
Know	63a	68b	60c	70d
Don't Know	37	32	40	30

Note: Percentages with common subscripts were not significantly different, using a test of proportions.

1 2 3 4
[ ][ ][ ][ ] Subject No.

5

[1] Card No.

6

[ ] Interviewer No.

Communication Research Institute
Television Viewing Survey

Hello, my name is _____, of the University of Utah Communication Research Institute. We're conducting a survey of television viewing in this area. Hopefully, this study will help to improve the quality of television in Salt Lake City(Billings). I have a few questions I would like to ask you if that's alright.

First, have you lived at this present residence for at least six months?

_____Yes, _____No. (If "No," go to SECTION V, PROGRAM PREFERENCES, and then terminate. Mark questionnaire: "Unusable Data.")

SECTION I: RECEPTION

1. How many working television sets do you have in your home?

7 [ ]
8 [ ]

B & W: 0 1 2 3 4
Color: 0 1 2 3 4
} If no working TV sets in the home, terminate interview.

2. Which television channels are watched most frequently in your home?

[ ][ ][ ][ ][ ][ ][ ][ ]
9 10 11 12 13 14 15 16

3. Do you know if there are any Public (Educational) Television stations in this area?

17 [ ]

1 Yes, BLANK No (If "No") State: "Well, there are two, KUED, Channel 7 and KBYU, Channel 11, both are PBS Stations. Are either of these stations familiar to you?"

BLANK Yes

0 No (Skip to SECTION III)

18 ☐

4. Which stations are familiar to you?

2 KUED, Channel 7

4 KBYU, Channel 11

BLANK DK (If "DK") State: "Well, the two stations are KUED, Channel 7 and KBYU, Channel 11. Are either of these stations familiar to you?

8 Yes (Repeat #4)

BLANK No (Skip to SECTION III)

5a. (If KUED, Channel 7) Are you able to receive KUED, Channel 7 on your TV set?

19 ☐

BLANK Yes-----> Would you consider the reception on Channel 7:

0 No

BLANK DK

4 Excellent

3 Good

2 Fair

1 Poor

b. (If KBYU, Channel 11) Are you able to receive KBYU, Channel 11 on your TV set?

BLANK Yes ----> Would you consider the reception on Channel 11:

0 No

BLANK DK

20 ☐

4 Excellent

3 Good

2 Fair

1 Poor

6. Would you consider the reception on KSL, Channel 5:

21 ☐

4 Excellent 3 Good 2 Fair 1 Poor

SECTION II: PUBLIC TELEVISION AWARENESS

1. Have you ever watched any programs on Utah's Public Television Stations - Channel 7 and/or Channel 11?

22 ☐

1 Yes

0 No (Skip to SECTION III: PUBLIC TV FUNDING)

2. Does the quality of your Public Television reception influence your amount of Public TV viewing?

23 ☐

BLANK Yes----→ How much does it influence?

3 A great deal 2 Somewhat 1 Very little

0 No

3a. Who in your household watches Public Television?

24 25 ☐☐

1 Self

2 Spouse

26 ☐

4 Children 12 and over

8 Children 6 - 11

16 Children 2 - 5

32 Other: _____

b. Who watches the most?

1 Self

2 Spouse

3 Children 12 and over

4 Children 6 - 11

5 Children 2 - 5

6 Other: _____

4. During a typical weekday period, Monday-Friday, how many hours do you spend watching Public Television?

27 ☐

4 4 hours or more 3 2-3 hours 2 less than 1 hour

0 not at all

5. During a typical weekend, how many hours do you spend watching Public Television?

28 ☐

4 4 hours or more 3 2-3 hours 2 [illegible]s

1 less than 1 hour 0 not at all

6. Thinking about the last seven days, about how many hours did you watch Public Television?

29 ☐

__4__ 4 hours or more __3__ 2-3 hours __2__ 1-2 hours __1__ less than 1 hour

__0__ not at all

7. Can you tell me what Public Television programs were watched in your home during the last seven days? What others? (Probe)

30 31 ☐☐
32 33 ☐☐
34 35 ☐☐

_____

_____

_____

8. In general, how satisfied are you with what is available on Public Television currently?

36 ☐

__3__ Very satisifed __2__ Satisfied __1__ Not satisfied at all

9. If you had your choice, what kinds of programs would you like to see more of on Public Television?

37 ☐
38 ☐
39 ☐

_____

_____

_____

10. Assuming your present Public Television service were to go off the air for lack of funds, how much money would you be willing to contribute each month in order to continue receiving Public Television programming?

40 41 ☐☐

$_____

11. Do you ever tell your friends about programs you've seen on Public Television?

42 ☐

__1__ Yes

__0__ No (Skip to SECTION III)

12. Can you recall a specific Public Television program which you have talked about with others?

43 44 ☐☐

_____

SECTION III: PUBLIC TV FUNDING

1. Different people have different opinions concerning Public Television. What does Public Television mean to you? (Probe)

45 46 [ ][ ]
47 48 [ ][ ]

_____

_____

_____

2. What is your understanding of how Public Television stations are funded?

49 50 51 52 [ ][ ][ ][ ]
53 54 55 56 [ ][ ][ ][ ]
57 58 59 60 [ ][ ][ ][ ]

(circle possible responses)

49	50	51	52	53
CPB	Commercials	Corporate Grants	Federal Grants	PBS
54		55	56	
Foundation Grants		Private Donation	State Taxes	
57		58	59	
Federal Taxes		Viewer Contributions	Don't Know	

Other: (60) _____

_____

3. Public Television stations sometimes make appeals on-the-air for financial support from their viewers. Have you ever seen or heard, on TV or elsewhere an appeal for funds to support Public Television stations?

61 [ ]

1 Yes

0 No

4. How do you feel about such appeals?

62 [ ]

_____

_____

_____

SECTION IV: CATV

1. Do you have Cable Television?

63 [ ]

1 Yes

0 No (Skip to #7)

2. What prompted you to hook up to the cable?

64 ☐

_____

_____

_____

3. How long have you been on the cable?

65 ☐

_____

4. Are there any additional services you would like to receive from cable television?

66 ☐

_____

_____

_____

5. Since acquiring cable, do you feel that you watch more, less, or the same amount of television?

67 ☐

__3__ More __1__ Less __2__ The same amount

6. (If changed) To what do you attribute this change?

68 69 ☐☐

70 71 ☐☐

_____

_____

_____

(Skip question #7 and proceed to SECTION V: TELEVISION PROGRAM PREFERENCES)

7. (If "No" for question #1 of this section) Are there any services that cable could provide that you wouldlike to have?

72 ☐

_____

_____

_____

1 2 3 4

5
2

SECTION VI: TELEVISION PROGRAM PREFERENCES

Below are listed the titles of some current television programs you may have seen. Using the table provided, give your reaction to each program.

HOW TO RATE THE PROGRAMS

Write in:	If the Program is:
1.	.one of the best
2.	.very good
3.	.good
4.	.fair
5.	.poor
6.	.no knowledge of the program

6 ☐ ABC News Closeup
7 ☐ Age of Uncertainty
8 ☐ Captain Kangaroo
9 ☐ Caroll Burnett Show
10 ☐ Charlie's Angels
11 ☐ Consumer Survival Kit
12 ☐ Documentary Showcase
13 ☐ Electric Company
14 ☐ Great Performances
15 ☐ Hallmark Hall of Fame
16 ☐ In Performance at Wolftrap
17 ☐ Kojak
18 ☐ Lowell Thomas Remembers
19 ☐ MacNeil/Lehrer Report
20 ☐ Masterpiece Theatre
21 ☐ Meet the Press
22 ☐ Mickey Mouse Club
23 ☐ Midnight Special
24 ☐ Monster Squad
25 ☐ Mr. Roger's Neighborhood
26 ☐ Nova
27 ☐ Sesame Street
28 ☐ Shazam/Isis Hour
29 ☐ Six Million Dollar Man
30 ☐ 60 Minutes
31 ☐ Ten Who Dared
32 ☐ Wall Street Week
33 ☐ Who's Who
34 ☐ Wonderful World of Disney
35 ☐ Zoom

SECTION VI: MEDIA INVENTORY

Now, I would be interested in learning some additional information about some of your other media preferences.

1. Do you read any newspapers at least once a week?

   ____Yes

   0 No (Skip to #3)

2. Please name the specific newspaper(s) which come to your home.

36 37 ☐☐

   1) Salt Lake Tribune _____ _____

   2) Deseret News _____ _____

   3) Gazette (Billings) _____ _____

3. Do any magazines come into your home on a regular basis?

   _____Yes

   0 No (Skip to #5)

4. Please name the specific magazines received.

38 39 ☐☐

   1)_____

   2)_____

   3)_____

5. Do you listen to the radio regularly - Almost every day?

   _____Yes

   0 No

40 ☐

6. Which station do you listen to most often?

   _____

7. About how many hours do you spend each weekday, Monday-Friday, watching commercial TV?

41 42 ☐☐

   _____

8. About how many hours do you spend each weekend, Saturday & Sunday, watching commercial TV?

43 44 ☐☐ _____

9. What is your favorite TV program?

45 ☐ _____

SECTION VI: DEMOGRAPHIC PROFILE

1. What is the highest grade the head of the household has completed?

46 47 ☐☐

Never attended	Elementary School	Jr. and Sr. High
0	1 2 3 4 5 6	7 8 9 10 11 12

College				Graduate School
Fr.	Soph.	Jr.	Sr.	1 2 3 4 5
13	14	15	16	17 18 19 20 21

48 ☐ 2. What is the title of his/her job? _____

3. Do you rent or own your own home?

49 ☐ 1 Own 2 Rent

4. What is your favorite charity?

50 51 ☐☐ _____

5. Have you ever contributed to KUED, Channel 7?

52 53 ☐☐ 0 No ----> Can you tell me why you have not?

_____

_____

(Skip to #6)

BLANK Yes

a. More than once?

1 No------> Why not? _____

_____

_____

(Skip to #6)

b. Have your contributions:

5 Gone up?

4 Stayed the same?

3 Decreased?

2 Stopped?

c. (If changed) To what do you attribute this change?

_____

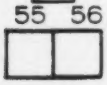
_____

_____

6. Are you now:

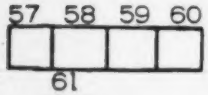
54

1 Married 2 Widowed 3 Divorced 4 Separated 5 Single

55 56 

7. What is your age? _____

8. How many people reside in your home?

57 58 59 60 

____Adults ____Children 12-18 ___Children 6-11 ____Children 2-5

61

____ Under 2

9. Please circle the number of the group which comes closest to the total income of the household, including wages, salaries, business profits, farm income, etc.

62

1 up to $4,999

2 $5,000 - $9,999

3 $10,000 - $14,999

4 $15,000 - $19,999

5 $20,000 - $24,999

6 $25,000 - $29,999

7 $30,000 and over

63

10. Sex: 1 F 2 M

64

11. Race: 1 White 2 Black 3 Hispanic 4 Native American

5 Other: _____